

**APPARATUS AND METHOD FOR HANDLING LINERLESS LABEL TAPE**  
**ABSTRACT OF THE DISCLOSURE**

An apparatus for printing on a continuous web of linerless tape defined by a print side for subsequent application to an article. In one embodiment, the apparatus includes a  
5 support for a continuous web of linerless tape; an undriven platen roller located downstream of the support; a print head associated with the undriven platen roller, wherein the undriven platen roller directs the continuous web of linerless tape past the print head for printing on the print side thereof; and a driven roller positioned adjacent the platen roller and downstream of the print head for pulling the web of linerless tape from  
10 the platen roller. In another embodiment, the apparatus includes a support for a continuous web of linerless tape; a driven platen roller located downstream of the support; a print head associated with the platen roller, wherein the platen roller directs the continuous web of linerless tape past the print head for printing on the print side thereof; and a driven roller positioned adjacent the platen roller and downstream of the print head  
15 for pulling the web of linerless tape from the platen roller. Methods of printing indicia on a continuous web of linerless tape are also included.